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Lesson 5.3 How Marketing helps consumers Make a Decision. Lesson 5.4 Using Marketing to Respond to Competition. Lesson 5.5 Changes in Marketing Today. Review. Activities: Case Studies: Update Chapter 2 case study, "What do Teens Want?" Add one about a Web-based company, such as Amazon.com or E-Bay. CHAPTER 6- USING MARKETING RESEARCH (Formerly ...

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Marketing - James L. Burrow - Google Books

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Five Examples of Marketing Activities | Chron.com

The marketing organization's senior leaders will understandably need to oversee the activities of the war-room team. But they ought to interact with the team in a lightweight manner—once every three or four weeks, for example. Automated dashboards with key metrics can help provide leadership with transparency.

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